

Message Text

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ACTION COME-00

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FM AMCONSUL HAMBURG

TO SECSTATE WASHDC 3099

INFO AMEMBASSY BONN

USMISSION BERLIN

AMCONSUL STUTTGART

AMCONSUL MUNICH

AMCONSUL DUSSELDORF

AMCONSUL BREMEN

AMCONSUL FRANKFURT

UNCLAS HAMBURG 996

E.O. 11652: NA

TAGS: BEXP, BTRA, GW

SUBJECT: FOREIGN BUYER PROGRAM

REF: A. STATE A-2270; B. STATE A-2763; C. STATE: A-3692.

1. MANAGER AND SALES CHIEF OF AMERICAN EXPRESS REISEBURO (TRAVEL BUREAU) IN HAMBURG HAVE ASKED POST FOR ASSISTANCE IN PUTTING TOGETHER FOREIGN BUYER GROUPS TO ATTEND SEVERAL U.S. SHOWS IN WHICH COMMERCE DEPARTMENT IS COOPERATING.

2. AMEXCO HAMBURG HAS RECEIVED A COPY OF A LETTER DATED MAY 3, 1974 FROM AMEXCO'S TRAVEL DIVISION IN NEW YORK TO MR. JOSEPH A. MILLER, BIC, DEPARTMENT OF COMMERCE. THIS LETTER INDICATES AGREEMENT BY AMEXCO TO COOPERATE WITH COMMERCE IN THE FOREIGN BUYER PROGRAM BY CIRCULARIZING RELEVANT MATERIAL TO ITS OVERSEAS OFFICES. AMEXCO HERE WAS ACTING ON THAT LETTER.

3. AMEXCO HAMBURG WAS PARTICULARLY INTERESTED IN THREE TRADE SHOWS MENTIONED IN REF. B. PACKAGING EXPOSITION, OCTOBER 7-18, 1974; NATIONAL PLANT ENGINEERING UNCLASSIFIED

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MAINTENANCE SHOW, MAY 5-8, 1975; AND

1975 NATIONAL COMPUTER CONFERENCE AND EXPOSITION,
MAY 19-23, 1975. AFTER A DISCUSSION OF THEIR
NEEDS AND PLANS, WE JOINTLY CONCLUDED THAT THERE IS NOT
ENOUGH TIME TO DO JUSTICE TO THE PACKAGING EXPOSITION,
ALTHOUGH AMEXCO WOULD WELCOME ANY AVAILABLE MATERIALS
AND DO WHAT IT CAN FOR THE SHOW.

4. AMEXCO HOPES TO BE ABLE TO FIND ENOUGH PEOPLE
TO QUALIFY FOR GROUP TOUR RATES FOR THE OTHER TWO SHOWS.
THEY ARE DRAFTING PROPOSED SCENARIOS WHICH WOULD INCLUDE PLANT
TOURS AND OTHER SHOW-ORIENTED ACTIVITIES TO MESH
WITH EACH SHOW. THEY WILL SUBMIT THE SCENARIOS TO THE
POST FOR REFINEMENT AND FORWARDING TO COMMERCE.
AMEXCO INDICATES THAT, UNDER NORMAL AMEXCO
PROCEDURES IN GERMANY, ANY OFFICE STARTING WITH
AN IDEA SUCH AS THIS HAS GERMANY-WIDE JURISDICTION.

5. THE DIFFICULTY WE SEE FOR AMEXCO IS TIMING. THEY
NEED DETAILED INFORMATION, SUCH AS WHO THE EXHIBITORS WILL BE,
BEFORE THEY CAN EVEN WRITE A SCENARIO. MORE IMPORTANTLY,
AMEXCO MUST INVITE SEVERAL HUNDRED FIRMS TO GET 20 - 30
VISITORS AND MUST START AT LEAST FOUR MONTHS BEFORE THE SHOW.
WE WONDER WHETHER ADEQUATE PROMOTIONAL MATERIALS WILL
BE AVAILABLE SO EARLY.

6. POST HAS AGREED TO COOPERATE WITH AMEXCO IN OBTAINING
MATERIALS AS EARLY AS POSSIBLE, TO HELP COMPILE LISTS OF
POTENTIAL INVITEES AND TO ASSIST OTHERWISE. WE WOULD WELCOME
FURTHER GUIDANCE AND SUGGESTIONS FROM STATE/COMMERCE.BROGAN

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